



SEO Expert Strategies: SEO Consultant Spills His Secrets

Sam Adodra

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Discover how to rank higher, outsource to the right SEO service provider, and take advantage of free search engine traffic.

Are you frustrated by your efforts to rank higher on Google?

Do you feel that search engine optimization is a mystical art, performed by sorcerers, that works for other businesses but not yours?

In this action-oriented book you'll discover the secrets that an experienced SEO consultant routinely uses to bring his clients onto the front page of search results.

The author provides basic and advanced SEO strategies that any local business owner can immediately put into practice either by themselves or by outsourcing to their marketing agency.

Why do I need SEO?

Google is the new telephone directory.

Your customers are savvy; they don't wait around to find your services. Instead, they whip out their mobile device and find what they're looking for en route to work, during their lunch break, or while shopping.

Google is the 80 pound gorilla of search. According to Alexa, it's the website with the highest amount of traffic in the world. If your website can't be found in Google, then you're missing out big time, because your competitors are getting found, and they're enjoying a thriving business from all of the free leads that Google is sending to them.

Get the right knowledge.

This book will equip you with the information that you need to understand how Google's algorithm works, and how to take advantage of free targeted traffic that Google sends.

Inside you'll learn:

- The difference between paid and organic traffic
- How search engines work
- How to structure your website correctly, without over optimizing
- Why search engines are constantly updating their algorithms
- How to build your popularity online and acquire more visitors
- How to analyze your competition and identify keyword search phrases



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Nicholas McNeal:

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